COPY

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

October 17, 1996

RJR Account #679995
Mr. D. Hurry
SONBYRNE SALES

DECEMBER DORAL B2G1F / PROMOTION #601794

Dear Dan:

DORAL B1G1F product, and Live product, has been ordered (see quantities listed below), as well as 60 skus of B2G1F sleeves (Item #515990) pack your December *Partners* display shipment to participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F	LIVE UPC Code	#/ (12M) Cases LIVE
Full Flavor Kg	12300-22268	2	12300-16612	1
Full Flavor 100	12300-22267	2	12300-15312	1
Light Kg	12300-22263	2	12300-15112	1
Light 100	12300-22264	2	12300-15212	1

PO #111896

Product / Premium Arrival: **November 18, 1996**

Ship Date to Retail: **Week of: November 25, 1996**

SKU CUBE: **1.0400**
SKU WT (w/o Product): **4.0000 lbs**
Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Savings Cartons**

EFT $ Amount: **$1,396.70**
Non-EFT $ Amount: **$N/A**

51854 9016

Source: https://www.industrydocuments.ucsf.edu/docs/frxn0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$112.00 (4 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: S. Schwalm

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DECDOR.DOC

51854 9017

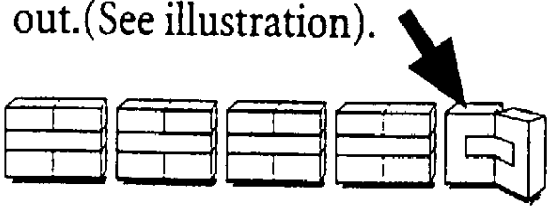
Source: https://www.industrydocuments.ucsf.edu/docs/frxn0000

WHOLESALER PACKING INSTUCTIONS

VALUE-ADDED PROMOTIONS –4TH QTR. '96

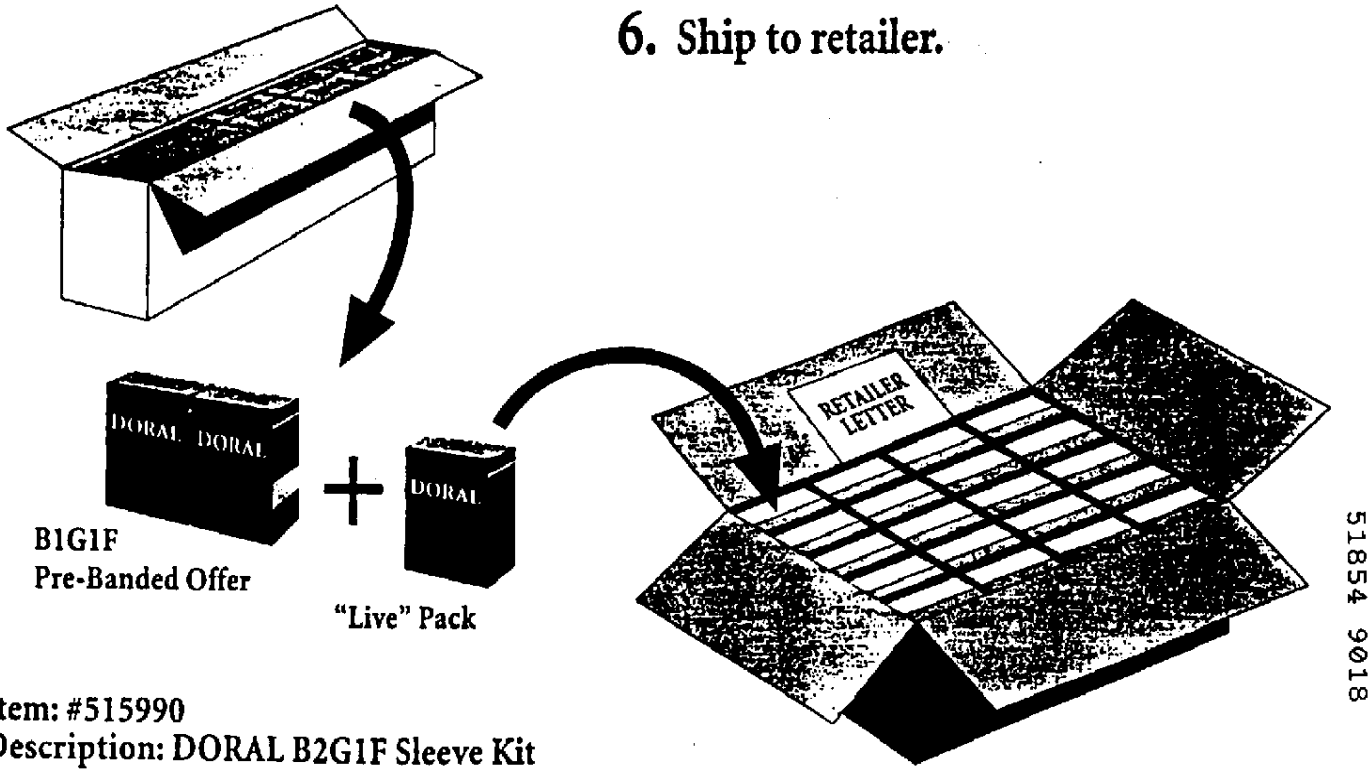
December DORAL National B2G1F (Buy 2 Packs Get 1 Pack Free)

Each white carton contains Five Prebanded 2-Pack B1G1F DORAL offers. Four offers are banded side-by-side. The fifth offer folds out.(See illustration).



STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve. (Each case contains 20 offers).
3. Add 1 "live" DORAL pack of same brand style to each offer.
4. Retailer Letter REMAINS in case.
5. Close the case.
6. Ship to retailer.



B1G1F
Pre-Banded Offer

"Live" Pack

51854 9018

Item: #515990
Description: DORAL B2G1F Sleeve Kit

Brand Style						
Number of Cartons						

©1996 R.J. Reynolds Tobacco Company Printed in U.S.A.

Source: https://www.industrydocuments.ucsf.edu/docs/frxn0000

WHOLESALER: 679995 SONBYRNE SALES, INC.

INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F
BRAND STYLES: FF / FF 100 / LT / LT 100
SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
	171742	1622 02	BYRNE DAIRY #16	ROUTE 11	CENTRAL SQUARE	NY	1160-00-00	A 00	52
	172765	1622 02	BYRNE DAIRY #08	ROUTE 57	FULTON	NY	1160-00-00	A 00	
	172781	1622 02	BYRNE DAIRY #10	BRIDGE ST	OSWEGO	NY	1160-00-00	A 00	126
	172829	1622 02	BYRNE DAIRY #18	JEFFERSON ST	PULASKI	NY	1160-00-00	A 00	212
	177423	1622 02	BYRNE DAIRY #43	261 FRANKLIN ST	WATERTOWN	NY	1160-00-00	A 00	94
	439947	1622 02	BYRNE DAIRY #61	8319 MAIN ST	CICERO	NY	1160-00-00	A 00	123
	762395	1622 02	BYRNE DAIRY #33	109 E 9TH ST	OSWEGO	NY	1160-00-00	A 00	60
	26057	1622 03	BYRNE DAIRY #05	4815 W SENECA TPKE	SYRACUSE	NY	1160-00-00	A 00	170
	43793	1622 03	BYRNE DAIRY #51	31 UTICA ST	HAMILTON	NY	1160-00-00	A 00	150
	171336	1622 03	BYRNE DAIRY #27	117 GROTON AVE	CORTLAND	NY	1160-00-00	A 00	70
	171402	1622 03	BYRNE DAIRY #32	39 E MAIN ST	NORWICH	NY	1160-00-00	A 00	240
	654311	1622 03	BYRNE DAIRY #62	407 SOUTH FRANKLIN ST	WATKINS GLEN	NY	1160-00-00	A 00	165
	763559	1622 03	BYRNE DAIRY #41	211 MEADOW ST	ITHACA	NY	1160-00-00	A 00	80
	763359	1622 04	BYRNE DAIRY #39	900 WALNUT ST	ELMIRA	NY	1160-00-00	A 00	121
	763535	1622 04	BYRNE DAIRY #40	1019 GR CENT AVE.	HORSEHEADS	NY	1160-00-00	A 00	99
	763909	1622 04	BYRNE DAIRY #47	449 PENN AVE	ELMIRA	NY	1160-00-00	A 00	99
	87683	1622 05	BYRNE DAIRY #22	240 ONEIDA ST	SYRACUSE	NY	1160-00-00	A 00	20
	172911	1622 05	BYRNE DAIRY #17	4000 W GENESEE ST	SYRACUSE	NY	1160-00-00	A 00	100
	172924	1622 05	BYRNE DAIRY #24	9 SALINA ST	BALDWINSVILLE	NY	1160-00-00	A 00	110
	172971	1622 05	BYRNE DAIRY #15	KIRSCH DR & RT 11	MATTYDALE	NY	1160-00-00	A 00	140
	172975	1622 05	BYRNE DAIRY #20	ROUTE 57	LIVERPOOL	NY	1160-00-00	A 00	200
	172999	1622 05	BYRNE DAIRY #04	1429 BUTTERNUT ST	SYRACUSE	NY	1160-00-00	A 00	108
	173034	1622 05	BYRNE DAIRY #28	2500 JAMES ST	SYRACUSE	NY	1160-00-00	A 00	100
	173035	1622 05	BYRNE DAIRY #07	3000 JAMES ST	SYRACUSE	NY	1160-00-00	A 00	141
	173143	1622 05	BYRNE DAIRY #11	1060 S GEDDES ST	SYRACUSE	NY	1160-00-00	A 00	225
	393573	1622 05	BYRNE DAIRY #57	1519 W GENESEE ST	SYRACUSE	NY	1160-00-00	A 00	80
	762660	1622 05	BYRNE DAIRY #38	104 KASSON RD	CAMILLUS	NY	1160-00-00	A 00	80
	172111	1622 06	BYRNE DAIRY #31	1664 ONEIDA ST	UTICA	NY	1160-00-00	A 00	140
	173039	1622 06	BYRNE DAIRY #23	WEST MANLIUS ST	EAST SYRACUSE	NY	1160-00-00	A 00	109
	173053	1622 06	BYRNE DAIRY #02	6832 E GENESEE ST	FAYETTEVILLE	NY	1160-00-00	A 00	100
	173063	1622 06	BYRNE DAIRY #26	GENESEE ST	CHITTENANGO	NY	1160-00-00	A 00	160
	173076	1622 06	BYRNE DAIRY #19	LENOX AVE	ONEIDA	NY	1160-00-00	A 00	173
	632658	1622 06	BYRNE DAIRY #42	TURIN & JAMES STS	ROME	NY	1160-00-00	A 00	100
	632870	1622 06	BYRNE DAIRY #48	131 ORISKANY BLVD	WHITESBORO	NY	1160-00-00	A 00	90
	762471	1622 06	BYRNE DAIRY #34	HENDERSON ST	NEW YORK MILLS	NY	1160-00-00	A 00	100
	762476	1622 06	BYRNE DAIRY #36	17 AUERT AVE	UTICA	NY	1160-00-00	A 00	72
	762480	1622 06	BYRNE DAIRY #35	24 GENESEE ST	NEW HARTFORD	NY	1160-00-00	A 00	90
	276107	1626 02	BYRNE DAIRY #55	500 S UNION ST	SPENCERPORT	NY	1160-00-00	A 00	201
	395560	1626 02	BYRNE DAIRY #58	2338 LYELL AVE	ROCHESTER	NY	1160-00-00	A 00	35
	432034	1626 04	BYRNE DAIRY #59	DEWEY-STONE PLAZA	ROCHESTER	NY	1160-00-00	A 00	30
	505935	1626 04	BYRNE DAIRY #49	121 MAIN ST	DANSVILLE	NY	1160-00-00	A 00	45
	551007	1626 04	BYRNE DAIRY #53	2179 CLIFFORD AVE	ROCHESTER	NY	1160-00-00	A 00	228
	75810	1626 05	BYRNE DAIRY #52	201 CASTLE ST	GENEVA	NY	1160-00-00	A 00	90
	88378	1626 05	BYRNE DAIRY #46	254 S. MAIN ST.	CANANDAIGUA	NY	1160-00-00	A 00	60
	172867	1626 05	BYRNE DAIRY #12	40 SEMINARY ST	AUBURN	NY	1160-00-00	A 00	120
	172881	1626 05	BYRNE DAIRY #25	278 GENESEE ST	AUBURN	NY	1160-00-00	A 00	100
	172904	1626 05	BYRNE DAIRY #30	48 JORDAN ST	SKANEATELES	NY	1160-00-00	A 00	300
	323411	1626 05	BYRNE DAIRY #56	203 LAKE ST	PENN YAN	NY	1160-00-00	A 00	75
	557273	1626 05	BYRNE DAIRY #54	230 W UNION ST	NEWARK	NY	1160-00-00	A 00	110
	763889	1626 05	BYRNE DAIRY #45	FALL ST	SENECA FALLS	NY	1160-00-00	A 00	50

51854 9019

Source: https://www.industrydocuments.ucsf.edu/docs/frxn0000

WHOLESALER: 679995 SONBYRNE SALES, INC.

INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F
BRAND STYLES: FF / FF 100 / LT / LT 100
SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
	39112	1626 06	BYRNE DAIRY #102	126 SENECA ST.	HORNELL	NY	1160-00-00	A 00	25
	39119	1626 06	BYRNE DAIRY #105	191 S. MAIN	WELLSVILLE	NY	1160-00-00	A 00	25
	40500	1626 06	BYRNE DAIRY #101	52 CENTER ST.	HORNELL	NY	1160-00-00	A 00	50
	491329	1626 06	BYRNE DAIRY #104	PEARL ST.	WELLSVILLE	NY	1160-00-00	A 00	204
	728438	1626 06	BYRNE DAIRY #63	6868 MANLIUS CENTER RD	EAST SYRACUSE	NY	1160-00-00	A 00	

Total Accounts 55

51854 9020

Source: https://www.industrydocuments.ucsf.edu/docs/frxn0000

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 12/09/96

ACCOUNT NUMBER: 679995
VOUCHER NUMBER: 15335210
DATE WRITTEN: 12/09/96
STATUS: PAID
AMOUNT PAID: 112.00

SONBYRNE SALES, INC.
275 CORTLAND AVE
SYRACUSE , NY 13202

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	4.00	112.00

EXPLANATION: DEC DORAL B2G1F 601794 / SS

51854 9021

Source: https://www.industrydocuments.ucsf.edu/docs/frxn0000